



0780
10-27-99

P

10-27-1999

Atty Dkt. No. T-4191.455-T-4191.457

U.S. Patent & TMOfo/TM Mail Ropt Dt. #61 : ASSIGNMENTS/FEE

Assistant Commissioner of Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

11-02-1999



101190396

Please record the attached original document(s) or copy(ies) thereof.

SUBMISSION TYPE: New	CONVEYANCE TYPE: Assignment effective April 30, 1999 _4_ Total number of pages of attached conveyance document including any attachments.		
CONVEYING PARTY(IES): Pabst Brewing Company (a Delaware corporation) 100 Shoreline Highway Mill Valley, California 94941 ADDITIONAL NAME(S) OF CONVEYING PARTIES ATTACHED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	RECEIVING PARTY(IES): Miller Brewing Company (a Wisconsin corporation) 3939 West Highland Boulevard Milwaukee, Wisconsin 53208 If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.) <input type="checkbox"/> Yes <input type="checkbox"/> No ADDITIONAL NAME(S) OF RECEIVING PARTIES ATTACHED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
DOMESTIC REPRESENTATIVE: Name: (None) Address:			
CORRESPONDENT: Name: William B. Nash Address: Jackson Walker, LLP 112 E. Pecan, Suite 2100 San Antonio, TX 78205 Telephone: 210-978-7700			
APPLICATION NUMBER(S) OR PATENT NUMBER(S): <table border="0"> <tr> <td data-bbox="116 1575 799 1869"> A. Trademark Application No.(s): App. No. ___ filed ___ for "___" Additional numbers attached? <input type="checkbox"/> Yes <input type="checkbox"/> No </td> <td data-bbox="799 1575 1481 1869"> B. Trademark Registration No.(s): Reg. No. 1,953,250 issued 1/30/96 for BLUE BOAR; Reg. No. 1,363,650 issued 10/1/85 for BLUE BOAR & Design; Reg. No. 1,988,218 issued 7/23/96 for BLUE BOAR THE ORIGINAL ACCEPT NO OTHER & Design Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </td> </tr> </table>		A. Trademark Application No.(s): App. No. ___ filed ___ for "___" Additional numbers attached? <input type="checkbox"/> Yes <input type="checkbox"/> No	B. Trademark Registration No.(s): Reg. No. 1,953,250 issued 1/30/96 for BLUE BOAR; Reg. No. 1,363,650 issued 10/1/85 for BLUE BOAR & Design; Reg. No. 1,988,218 issued 7/23/96 for BLUE BOAR THE ORIGINAL ACCEPT NO OTHER & Design Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
A. Trademark Application No.(s): App. No. ___ filed ___ for "___" Additional numbers attached? <input type="checkbox"/> Yes <input type="checkbox"/> No	B. Trademark Registration No.(s): Reg. No. 1,953,250 issued 1/30/96 for BLUE BOAR; Reg. No. 1,363,650 issued 10/1/85 for BLUE BOAR & Design; Reg. No. 1,988,218 issued 7/23/96 for BLUE BOAR THE ORIGINAL ACCEPT NO OTHER & Design Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		

11/01/1999 MTHA11 00000286 1953250

01 FC:481 40.00 OP
02 FC:482 50.00 OP

TRADEMARK
REEL: 001982 FRAME: 0809

STATEMENT AND SIGNATURE:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

William B. Nash
WILLIAM B. NASH

Oct. 26, 1999
DATE

TOTAL NUMBER OF PROPERTIES (APPLICATIONS AND REGISTRATIONS) INVOLVED: (3) Three
(\$40.00 first/\$25.00 each add'l)

TOTAL FEE (37 CFR 3.41): \$90.00

Enclosed

Authorized to Charge Account No. 07-2400.

DEPOSIT ACCOUNT NUMBER 07-2400. (Attach duplicate copy of this form if paying by deposit account.)

CERTIFICATE OF MAILING

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited on the date shown below with the United States Postal Service in an envelope addressed to the "Assistant Commissioner of Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513", as follows:

<u>37 CFR 1.8(a)</u>	<u>37 CFR 1.10</u>
<input type="checkbox"/> With sufficient postage as First Class Mail.	<input checked="" type="checkbox"/> As "Express Mail Post Office to Addressee", Mailing Label No. EL423210737-US.
Date: _____, 19__	Date: <u>10/27</u> , 19 <u>99</u>

Verisa J. DARK

Printed Name of Person Mailing Paper or Fee

Verisa J. Dark

Signature of Person Mailing Paper or Fee

U.S. TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is effective this 21 day of April, 1999 ("Effective Date"), from PABST BREWING COMPANY, a Delaware corporation located at 100 Shoreline Highway, Mill Valley, CA 94941 ("Assignor"), to MILLER BREWING COMPANY, a Wisconsin corporation located at 3939 WEST HIGHLAND BOULEVARD, MILWAUKEE, WISCONSIN 53208 ("Assignee").

WHEREAS, Assignor is the exclusive owner of all right, title and interest in and to certain United States trademarks and trademark applications listed on Schedule A annexed hereto; and

WHEREAS Assignee wishes to acquire from Assignor the entirety of Assignee's right, title and interest in and to such trademarks and trademark applications.


NOW, THEREFORE, for good and valuable consideration (including that recited in the Exchange Agreement dated as of February 8, 1999, to which Assignor and Assignee are both parties), the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its successors and assigns forever, free and clear of all liens and encumbrances, Assignor's entire right, title and interest in the United States trademarks and trademark applications listed on Schedule A hereto (the "Trademarks"), together with the goodwill of Assignor's business appertaining thereto and/or symbolized thereby, all income, royalties, damages and payments now or hereafter due or payable in respect to the Trademarks, and all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement and/or dilution of the Trademarks and the rights thereto.

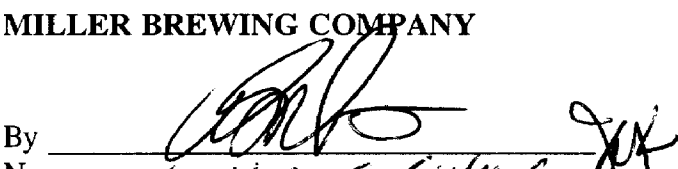
Assignee authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue trademarks, to issue the same to the said Assignee, its successors and assigns, in accordance with the terms of this Agreement.

Assignee, its successors and assigns, shall hold the rights to the foregoing for and during the existence of such Trademarks, as fully and as entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Assignor also shall, without further considerations, comply with all reasonable requests by Assignee, at no expense, to execute promptly any additional documents and to take promptly any further action necessary to vest good, valid and marketable title to the Trademarks in the Assignee.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment on the date first written above.

PABST BREWING COMPANY
By 
Name: William Bitting
Title: Pres. CEO

MILLER BREWING COMPANY
By 
Name: WILLIAM G. SITTMAN
Title: Senior V.P.

STATE OF CALIFORNIA
COUNTY OF Los Angeles

BEFORE ME, the undersigned authority, on this day personally appeared William Bitting, in his official capacity as President/CEO of Pabst Brewing Company, a Delaware corporation, known to me to be the officer whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and consideration therein expressed, that he was duly authorized to perform the same by appropriate resolution of the Board of Directors of such corporation for the purposes and consideration therein expressed as the act and deed of said corporation, and in the capacity therein stated.

Given under my hand and seal of office on this the 13th day of October, 1999.

(Notary Seal)



Carol Yuson-Mitchell
Notary Public, State of California

Printed Name of Notary
Commission Expires 2/9/2000

STATE OF WISCONSIN

COUNTY OF MILWAUKEE

Sr. Vice President - General
Counsel & Secretary

William G. Schmus

BEFORE ME, the undersigned authority, on this day personally appeared ~~Paul Napieralski~~ ^{Paul Napieralski} in his official capacity as ~~Vice President/Finance~~ ^{Finance} of Miller Brewing Company, a Wisconsin corporation, known to me to be the officer whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and consideration therein expressed, that he was duly authorized to perform the same by appropriate resolution of the Board of Directors of such corporation for the purposes and consideration therein expressed as the act and deed of said corporation, and in the capacity therein stated.

Given under my hand and seal of office on this the 21st day of October, 1999.

(Notary Seal)

Karen M. Barkas
Notary Public, State of Wisconsin
Karen M. Barkas
Printed Name of Notary
Commission Expires 6/23/02

x:\wbn\pabst\stroh assignments\blueboar.asm

SCHEDULE "A"

TRADEMARK	REG. NO.	ISSUE DATE	STATUS
BLUE BOAR	Reg. 1,953,250	January 30, 1996	Current
BLUE BOAR & Design	Reg. 1,363,650	October 1, 1985	Current
BLUE BOAR THE ORIGINAL ACCEPT NO OTHER & Design	Reg. 1,988,218	July 23, 1996	Current